

PREPARATION FOR BUSINESS MATCHMAKERS AND ONE-ON-ONE MEETINGS

Before

1. **Prepare your 30-second elevator speech.**
*(Create a **quick** overview of your company's services or supply capabilities. Most one-on-ones provide at least 30 minutes; however, matchmakers usually only provide 5-10 minutes with each agency and it goes by quickly. Be sure to allow the agency representative time to provide you some guidance/advice.)*
2. **Do your homework! Research/Learn about agencies attending.**
(What types of requirements does the agency contract for? Where does your company's capabilities fit in with that agency's requirements? Align your company with their objectives.)
3. **Register for one-on-one sessions.**
(If matchmaker sessions offered, register to meet with agencies your company is aligned with. Set scheduled appointments with key participants prior to event, if no matchmaker sessions offered.)
4. **Have your marketing materials ready to pass out.**
(Business cards, brochures and/or product/service fact sheets, or capabilities statement.)
5. **Obtain directions and arrive early.**
(Print out directions you can take with you. Getting onto a military installation can sometimes take time, so allow yourself extra time for this process.)

During

1. **Explain your company's services or supply capabilities that support the agency's needs.**
(Be able to describe what services or supplies your company provides. Bring business cards, notepad, pen/pencil, brochures, fact sheets, and capabilities statement. Be cognizant of the time allotted for your meeting. During matchmakers keep it as short as possible so agency representatives have a few minutes to provide guidance/advice.)
2. **Be on time and dress to represent your company.**
(Business casual is recommended. Keep in mind, the agency representative you are meeting most likely has a busy schedule. Showing up late can reduce the time available to meet with that representative.)
3. **Be prepared to meet new people and sell your company.**
(Fellow attendees could be prospective clients, partners, and/or customers. Learn best practices from other small business owners. Network, network, network.)
4. **Disconnect.**
(Silence all electronic devices.)
5. **Exchange marketing materials with attendees and agency representatives.**
(Network with other small business owners and agency representatives. They could be potential partners in the future.)

After

1. **Follow up.**

(Provide any additional information requested of you. Write follow-up notes/emails promptly. Schedule follow-up meetings/teleconferences if appropriate.)

2. **Complete the process and build a relationship.**

(Review informational handouts and websites provided to you. Complete mandatory and recommended registrations.)

3. **Be on the lookout.**

(Look for new contract opportunities and team/partner opportunities.)